

## ABSTRACT

## LOCALISED AUDIO DATA DELIVERY

5           A communications system comprises at least one beacon device (12,  
14) capable of wireless message transmission and at least one portable device  
(10) capable of receiving such a message transmission. The beacon (12) is  
arranged to broadcast a series of inquiry messages (60) each in the form of a  
plurality of predetermined data fields (INQ) arranged according to a first  
10       communications protocol, such as Bluetooth. For the delivery of additional  
data via broadcast, the beacon (12) adds to each inquiry message prior to  
transmission an additional data field (BCD) carrying audio data, with the  
portable device (10) receiving the transmitted inquiry messages, reading the  
audio data from the additional data field, and reproducing the audio to a user.

15       (Figure 1)